

**South Park Stakeholders Group – Executive Committee Meeting
Tuesday, May 22, 2014, 8:30 AM
1333 S. Hope St, Los Angeles, CA 90015**

Committee Members: Robin Bieker, Bob Buente Shelby Jordan

Staff: Jessica Lall, Amanda Irvine

MINUTES:
Meeting called to order at 2:13 PM

<i>Item</i>	<i>Discussion</i>	<i>Action taken?</i>
Public Comment	None	No action taken
Discussion around raising 2015 assessments from 1-5%	<p>Every year we can raise assessments up to 5%; this BID has never raised assessments since its creation in 2005. Most BIDs raise 3-4% every two/three years to keep up with inflation and increased service costs. Feedback on an increase thus far as been that CHMC may not be able to pay the increase, but no Board member has been informally opposed yet. 5% increase across the board would yield about \$95,000. If we want to do sidewalk repairs in the non-development project areas, it would cost us (not including trees and paying the City) about \$65,000.</p> <p>Bob: Concern that property owners will protest if their sidewalk specifically isn't being repaired with this funding, or a developer could be feeling like they're paying twice. It might be better to keep the description of reasons more broad. Perhaps just state its going into SOBO, DISI, marketing, etc – which is the reality anyway.</p> <p>Jessica: It is not a capital campaign increase; it would still be divided evenly across the categories. Our budget is pretty low given our size spatially. Justification for increase will be framed as 50% to go towards sidewalks and related, capital improvements that market this BID such as tree guards and trash cans with logos, banners, etc.</p> <p>Robin: Do you anticipate a lot of opposition?</p> <p>Jessica: Maybe, but we should work on some talking points about it, be ready for it. We'll need to do a big mailer to every property owner. We do not need to formally notify an increase.</p>	Bob motions to raise all assessments by 5%, Shelby seconds, all in favor none opposed.
Approve capital purchase of \$14K for radio	We have very old radios that are still wired through AEG's repeater, they have been breaking and are poorly set up. We've been replacing and fixing and necessary, but we have asked Steve Hillard	Bob motions to allocate up to \$15,000 at the ED's discretion for a

system	to evaluate our system. He thinks we should get a cheaper (fewer gadgets/capabilities) but <i>newer</i> radio on our own system. It was budgeted in our capital budget from last year for this. There will be a 10-year warranty. This is for clean and safety team, and is not over and beyond in tech that we don't need, which is what we have now and is more expensive to fix. We will be getting a discount because Steve got Arts District as well.	new radio set and system. Robin seconds, all in favor, none opposed.
Finalize on General Liability Insurance Discussion	We spoke at our last meeting about the General Liability policy; Shelby had a professional in his office look at it. It is an additional \$7,000 per year hard cost to go from \$1 million to \$10 million policy. May need Board to physically sign on to this, and Jessica will let them know.	No action taken
UPDATES		
Ideation Contract terminating 6.15.14	Have terminated this contract - its too hard with Linh Ho now living in Turkey. We had given her \$50,000 for marketing that can now be utilized internally, and focus on the branding campaign with AEG Creative.	No action taken
AB 2618	This is a piece of legislation to clarify special vs. general benefits provided by BIDs. It passed in the CA Senate. SPBID team is still working on it, and we had allocated \$2,000 towards the cause, but we won't exceed the \$5,000 allotted previously by the Board.	No action taken
Waste Hauling	City has a new plan to franchise waste hauling. Our contractor LACC dumps at the City, but because of this new system, its unclear how this will impact BIDs. It will probably increase maintenance fees. – its 4x the amount to dump at a private company site. There was no discussion around BIDs in this decision, and we're trying to figure that out now.	No action taken
Security Team Update	All will be fine, but we've had some internal personnel issues. Three officers have been let go due to three separate issues. Additionally, there is concern about officers that also work at L.A. LIVE due to conflict of interest, especially if one is terminated at one location and not the other. There should be a policy that our officers cannot work at L.A. LIVE as well, or at least those let go here should not be still working in the district. Steve is looking into how this could be worked into our contract.	No action taken
South Park II	We had 9 developer participants on the steering committee; we now have 8 because L&R has sold their property. We are now starting to devise an outreach plan. To date we have no one who has been formally or informally opposed.	No action taken
Urban Design Taskforce	Our taskforce has been going pretty well. We've had about 20 people at each meeting. We'll be brainstorming the agenda today with Melani Smith from Melendrez. This biggest challenge is that we don't always have the same people or all the developers at each one. Future topics may include TFAR, trees, tree guards, and hotel incentives.	No action taken
Next Meeting	July 17, 2014 at 8:30 AM	

Meeting is adjourned at

NEXT STEPS:

- **Staff will:**

- Follow through on necessary steps to increase assessments 5%.
- Inform Steve Hillard to move forward with the new radio system purchase.
- Move forward with General Liability insurance.
- Continue to update Board members on policy and projects as necessary.

Minutes taken by Amanda Irvine, staff.